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Set	Items	Description
S1	0	EMPLOY? AND MONSTER AND KEYWORD(W5) SCORE
S2	21	EMPLOY? AND INTERNET AND KEYWORD(W10) SCORE
S3	21	RD (unique items)
?		

Set	Items	Description
S1	48	EMPLOY? AND RESUME AND SCREENING(W) QUESTION?
S2	28	RD (unique items)
S3	120	EMPLOY? AND INTERNET AND SCREENING(W) QUESTION?
S4	89	RD (unique items)
S5	72	S4 NOT S2
?		

Set	Items	Description
S1	1506	EMPLOY? AND KEYWORD AND SCORE
S2	951	S1 AND INTERNET
S3	69	S2 AND RESUME AND SEARCH
S4	62	RD (unique items)
S5	0	EMPLOY? AND RESUME (W5) SCORE (W10) KEYWORD
S6	4	EMPLOY? AND RESUME (W5) SCORE AND KEYWORD?
S7	4	RD (unique items)
S8	95	EMPLOY? AND RESUME (W5) KEYWORD?
S9	54	RD (unique items)
S10	44	S9 AND SEARCH
S11	5	EMPLOY? AND RESUME (W10) SCORE AND KEYWORD?
S12	1	RESUME? (W10) SCORE? (W10) KEYWORD?
S13	18	HIRETRACK AND RESUME?
S14	8	RD (unique items)
?		

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Set	Items	Description
S1	173	EMPLOY? AND KEYWORD AND SCORE
S2	95	S1 AND INTERNET
S3	5	S2 AND RESUME AND SEARCH
S4	5	RD (unique items)
S5	0	EMPLOY? AND RESUME (W5) SCORE (W10) KEYWORD
S6	0	EMPLOY? AND RESUME (W5) SCORE AND KEYWORD?
S7	0	RD (unique items)
S8	15	EMPLOY? AND RESUME (W5) KEYWORD?
S9	15	RD (unique items)
S10	14	S9 AND SEARCH
S11	0	EMPLOY? AND RESUME (W10) SCORE AND KEYWORD?
S12	0	RESUME? (W10) SCORE? (W10) KEYWORD?
S13	0	HIRETRACK AND RESUME?
S14	0	RD (unique items)
?		

T S12/FULL/ALL

12/19/1 (Item 1 from file: 20)
DIALOG(R)File 20:Dialog Global Reporter
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04437798 (THIS IS THE FULLTEXT)
SIMPATIX Launches Hiretrack, Web-based Recruiting Software With Enhanced Pre-screening Capabilities
BUSINESS WIRE
February 24, 1999
JOURNAL CODE: WBWE LANGUAGE: English RECORD TYPE: FULLTEXT
WORD COUNT: 511

NEW YORK--(BUSINESS WIRE)--February 23, 1999--

Now Company Recruiters can Gather and Search Information
not on Applicant Resumes

SIMPATIX, developer of Web-based recruiting software, today announced the general availability of HireTrack, an end-to-end applicant tracking solution. HireTrack gives growing companies an affordable way to outsource the technology behind their recruiting effort.

Company recruiters use HireTrack to capture information, manage resumes, and track applicants. Recruiters can also use the software to create application forms with custom questions for each position. These forms are automatically converted to Web pages, and posted to the company's Web site. Applicant answers to the questions supplement resume information, and provide a more complete picture of each candidate.

"Getting relevant answers directly from applicants at the outset, rather than after an interview or two, lets recruiters approach a more select target pool faster," said Gonzalo Santos, SIMPATIX co-CEO. HireTrack users can search and **score** an applicant pool using both ☐ resume ☐

keywords and the answers to custom questions.

SIMPATIX maintains a private, secure database for each customer. Any authorized employee can access the system with a password, Internet connection, and Web browser. Candidates can apply on-line at the company Web site, or through links from commercial job sites. SIMPATIX Data Entry Services seamlessly integrates paper resumes into the database.

FULL FEATURED APPLICANT TRACKING

"Our view is that a company recruiter is a skilled and insightful 'people-person,'" said James F. Freundlich, SIMPATIX co-CEO. "We want to streamline administrative tasks, and help recruiters focus on evaluating and hiring. HireTrack's interface is easy-to-use, allowing recruiters to be productive from day one."

Users can review and communicate with candidates, prepare evaluations, and extend offers. Rich groupware capabilities allow employees to share detailed applicant information, review and post internal memos, and schedule appointments. Access rights at the application, company, and search team level ensure the integrity of sensitive candidate information. Numerous reports allow managers to monitor the entire hiring process in real-time.

PRICING & AVAILABILITY

HireTrack is available immediately. Subscription fees start at under \$500/month, and include hosting, searching, and customer support. Pricing is on a concurrent user basis. No on-site configuration is necessary, and customers can be live on the system within hours of an order.

ABOUT SIMPATIX

Founded in 1997, SIMPATIX is using technology to empower hiring managers to do what they do best: identify and hire the best candidates. SIMPATIX is privately funded, and headquartered in New York City. For more information, visit <http://www.simpatix.com>.

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1123 Broadway, Suite 1002
New York, NY 10010

James F. Freundlich
877/467-2849
<mailto:jfreundlich@simpatix.com>
<http://www.simpatix.com>

11:27 EST FEBRUARY 24, 1999

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T S5/FULL/11

5/19/11 (Item 11 from file: 15)

DIALOG(R) File 15:ABI/Inform(R)

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01954892 46378612

Kinko's dials into automated applicant screening

Hays, Scott

Workforce v78n11 PP: 71-72 Nov 1999 ISSN: 1092-8332 JRNL CODE: PEJ

DOC TYPE: Periodical; Feature LANGUAGE: English RECORD TYPE: Fulltext

LENGTH: 3 Pages

SPECIAL FEATURE: Photograph

WORD COUNT: 1334

ABSTRACT: Last year, Ventura, California-based Kinko's expanded its use of an automated applicant-screening program. The program allows non-exempt applicants to call a toll-free telephone number for an automated pre-screening evaluation. An interview with Mary Sperling, manager of national **employment** is presented.

TEXT: Last year, Ventura, California-based Kinko's Inc. expanded its use of an automated applicant-screening program to its 1,000-plus businesses throughout the United States.

The program allows non-exempt (hourly) applicants to call a toll-free telephone number for an automated prescreening evaluation. Using a touch-tone phone, applicants answer a two-tiered series of questions by pressing 1 for yes or 2 for no. The first tier asks applicants questions typically found on **employment** applications regarding experience and availability. If their answers satisfy Kinko's eligibility standards, they continue to the second tier of questions, which are designed to seek out candidates that match Kinko's culture and business needs.

Ken Kunda is the managing director of Interim Assessment Services, the Charlotte, North Carolina-based company that Kinko's contracted to spearhead its interactive-voice-response program. Kunda says that automated screening programs offer a high degree of fairness because "all applicants are asked the same questions and can be assured that they're job-related. This program eliminates the possibility of any unintended bias on the part of a local manager or recruiter."

To learn more about how the human resources department at Kinko's expanded its use of automated applicant-screening programs, WORKFORCE interviewed Mary Sperling, manager of national **employment**.

When did you first decide that perhaps an automated applicant-screening program made sense?

Several years back, we wanted to ensure that applicants would meet our culture and business needs, as well as the needs of our customers. We're in the custom manufacturing business. The people who work at Kinko's aren't the same people who work in, say, a clothing store. There were many tools on the market, but we felt that an interactive voiceresponse (IVR) system was the way to go. We felt it would be a more efficient and effective method of allowing an applicant to respond to a standard set of **employment** questions.

Our branch managers are extremely busy individuals. They don't always have the time to go through the complete assessment program that we had set up for them. We felt we needed to give them a tool to provide them with knowledge about applicants that they could match with their personal interviews.

What sort of information and research did you conduct before making the

decision to move forward?

There were probably 20 different outside vendors. We eventually narrowed it down to two or three, and then we conducted an analysis on them. We interviewed their customers, tried to figure out how effective their tests and questions were. We also analyzed their technology and if it would meet our needs. Was it compatible with our system and those of our recruiters? How speedy was the process? How long would an applicant have to spend on the phone?

How did you financially assess if outsourcing the service was a smart business strategy?.

We wanted to find an expert who had done this successfully for other companies, especially companies in our industry. We didn't want to reinvent the wheel, we wanted someone who had a proven track record. It can cost anywhere from a minimum of \$7.50 per call up to \$11 per call, depending on the process. For example, if the applicant goes through the first 10 questions, that's a minimum of \$7.50. If the applicant continues to tier two, then that adds a little more cost to the call. If the applicant goes through the entire screening program and schedules an appointment that costs even more. It all boils down to how much time the callers spend in the IVR system.

Do they ever talk to a "live" person?

If somebody has a disability, the system is set up so they can request a live person to conduct the test, which doesn't happen often. But it's certainly available. Sometimes there's a language barrier, so the system is available in languages like French and Spanish.

Do they ever get a busy signal using this system?

Never. It will never happen.

Did you need to purchase special equipment to conduct the automated applicantscreening program?

There was nothing about the technology that we didn't have. In other words, we didn't have to install any new technology or software.

How did you go about choosing the best service provider for your needs?

We decided on Interim Assessment Services because they had the best technology available. We then developed the questions and customized them for Kinko's with the assistance of our field co-workers, branch managers, regional operations managers, recruiters, and area vice presidents. We wanted something that would be quick and efficient so that if a recruiter found someone right away, he or she could put that person on a telephone, and within 10 minutes we'd know if that candidate met our requirements.

Did you consider using **Internet** access for the some automated applicant-screening program?

That was one of our strong considerations up front, and it was something that Interim Assessment Services offers. But the problem was we don't always have enough computers for applicants, especially for those applicants who apply at career fairs. Also, because our branches are so busy with customers who use our computers, we felt we wouldn't always have a computer available, even in our branches.

What type of advertising and promotions did you use to drive traffic to the toll-free number?

Our recruiters have several different options. They can put the 800 number on their business cards or in an advertisement. Let's say we do a big

newspaper advertisement on Sunday. John Doe can pick up the telephone and go through the assessment right then and there. Then, when the recruiters arrive in their offices Monday morning, they can pull up a list of people who called. They can then schedule appointments or see how many interviews have been scheduled.

How were questions designed?

We wanted to bring our field management into the planning process. So we organized a task force of 35 Kinko's-related individuals and recruiters, and we also had two people from Interim Assessment Services. They've done this before, and they've successfully used questions to guide a task force.

From these questions, the task force developed questions in five different areas: customer service, dependability, integrity, handling work demands, and cooperation. We also used first-tiered questions, which if an applicant answers incorrectly, he or she doesn't go into the second tier. For example, a question might ask, "Can you work the hours that this job requires?" If they answer no, they're knocked out of the running.

Is this a valid predictor of success?

Absolutely, because every question asked of each individual is job-specific. So it's an excellent predictor of success.

What sort of response rate did you get?

After the first week, it was so successful that members of our task force informed us that there were so many calls. The first few weeks we received probably 20,000 calls. It far exceeded our expectation. Kinko's is a high-profile company. A lot of people want to work here.

How many applicants ran the "best match" criteria?

Kinko's applicants answer several pre-screening questions over a touchtone phone, delivered through an interactive voice-response system

Roughly 50 percent fit the "best match" criteria. Then we conducted telephone prescreening and live interviews. Approximately 25 percent moved on to the next phase of the hiring process.

How many employees have you hired as a result of this process?

From October 1998 through July 1999, we've hired roughly 9,400 nonexempt hourly co-workers.

How much time and energy does the human resources staff save using the automated applicant-screening program?

At least one-third of the applicants right off the top do not make it through the first tier, which saves us time right there. But the quality of our hiring has increased tremendously. Also, our retention is better and our turnover is lower. Ever receive any complaints?

Rarely. It may happen once in a great while—for instance, an applicant will call who didn't make it through the process, for whatever reason. But otherwise, very rarely.

Scott Hays is the department editor for WORKFORCE. E-mail hays@workforce.com to comment

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COMPANY NAMES:

Kinkos Copy Centers

GEOGRAPHIC NAMES: United States; US

DESCRIPTORS: Personnel selection; Executives; Automation; Copy centers
CLASSIFICATION CODES: 9190 (CN=United States); 6100 (CN=Human resource
planning); 2130 (CN=Executives)
PRINT MEDIA ID: 28643
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T S2/FULL/16

2/19/16 (Item 1 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)

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06416328 Supplier Number: 54901497 (THIS IS THE FULLTEXT)

EFFECTIVE WEB RECRUITING TAKES PLANNING.

Lee, Mie-Yun

Crain's Cleveland Business, p31

June 14, 1999

ISSN: 0197-2375

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Tabloid; Trade

Word Count: 708

TEXT:

In 1997, 51% of U.S. companies used the Internet to advertise jobs and recruit **employees**, according to the American Management Association. In 1998, that figure grew to more than 70%.

Obviously, businesses are catching onto online recruiting as a viable method to find talent. But is it worth it for your company?

In many cases, the answer is yes, provided it is done correctly.

For one, you can't beat the price. With 30-day job postings ranging from free to \$300, online advertising is significantly cheaper than traditional newspaper ads or headhunters. Also, it's quick and easy -- the majority of sites allow you to post and edit job listing in real time, although a few still require that you submit the postings via fax or electronic mail. Finally, that's where job hunters are going.

Only a few years ago, the majority of online job hunters were technical folks. These days it encompasses a much broader audience, from administrative assistants to marketing managers to controllers.

Web recruiting may be easy and cheap, but that doesn't mean it's effective. Before advertising, it's worth doing a little bit of planning, lest you end up paying for a posting that doesn't generate a single response or be inundated with resumes of unqualified candidates.

With more than 5,000 online job sites, choosing the sites to use is your greatest challenge. (For a listing of what's available, check out www.buyerszone.com/inside/webjobs.html).

Large, all-around sites such as CareerPath.com, which features listings collected from metro newspapers across the U.S., attract the biggest audience. While you'll get tremendous reach from these sites, bigger isn't always better. It can be equally effective to post on job boards that are targeted to serve a particular industry or location.

All job boards should be willing to provide you with demographic data on their users, as well as the job categories in which they excel. That way, you can get an idea of the kind of candidates the site will deliver to you.

When choosing among sites, poke around on them as if you were a job hunter.

The best sites let you quickly search for and produce a fairly short list of available positions. Is the navigation fairly intuitive and simple, or do you find yourself becoming easily frustrated? If you become frustrated, chances are others will, too. You'll also want a site that features a number of listings for the position you'd like to fill -- job seekers naturally tend to visit a site that has the opportunities they want.

Also check out the additional features available to you as a recruiter. Probably the niftiest one lets you search a database of online resumes posted by job seekers. These databases allow you to search by criteria such as location, education and key words. While some job boards delete resumes that haven't been refreshed after 45 days, others post resumes for up to a year or indefinitely.

Too busy to search for candidates? Some sites offer an "agent" that informs you of new resumes that meet your predetermined criteria.

Other features are available as well. Some sites allow you to monitor statistics on postings, such as the number of hits and **resume** submissions. Or, if being deluged by responses is a concern, consider a site that requires applicants to fill out a **screening questionnaire** that ranks and filters responses.

Here are a few additional tips to keep in mind with respect to online recruiting:

Remember the basics. Don't forget to add your company's web address to postings -- and to update the jobs section of your site while you're at it.

Make it easy to e-mail. If you receive resumes by e-mail, specify the format.

Unless you have a program that can read all sorts of attachments, having the **resumes** sent as a plain text is your safest bet.

Keep listings simple and accurate. Make sure your company information is up to date and that the position is described accurately. Be descriptive but concise. In general, short paragraphs are easier to read and follow than long, unwieldy ones.

(Ms. Lee is editor of Business Consumer Guide and editorial director of BuyersZone. For information, call 888-393-5000 or visit the group's web site at www.buyerszone.com.)

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